

## Who Should Attend?

All who are interested in this important subject, including physicians, physician assistants, nurses, social workers, pharmacists, pharmacist technicians, students, public health practitioners and members of the business community.

## Conference Objectives

1. Provide a comprehensive review of the most recent research on pandemic influenza and the implications of a pandemic for America's health system, businesses, public institutions and everyday life.
2. Describe and assess alternatives for containing the global spread of avian influenza and/or mitigating its widespread effects.
3. Define and discuss the necessary partnership of health professionals and businesses in planning for pandemic influenza and dealing with its consequences.
4. Review strategies by which U.S. corporations plan to facilitate organizational recovery from the effects of a pandemic on their workforce.

## Continuing Medical Education

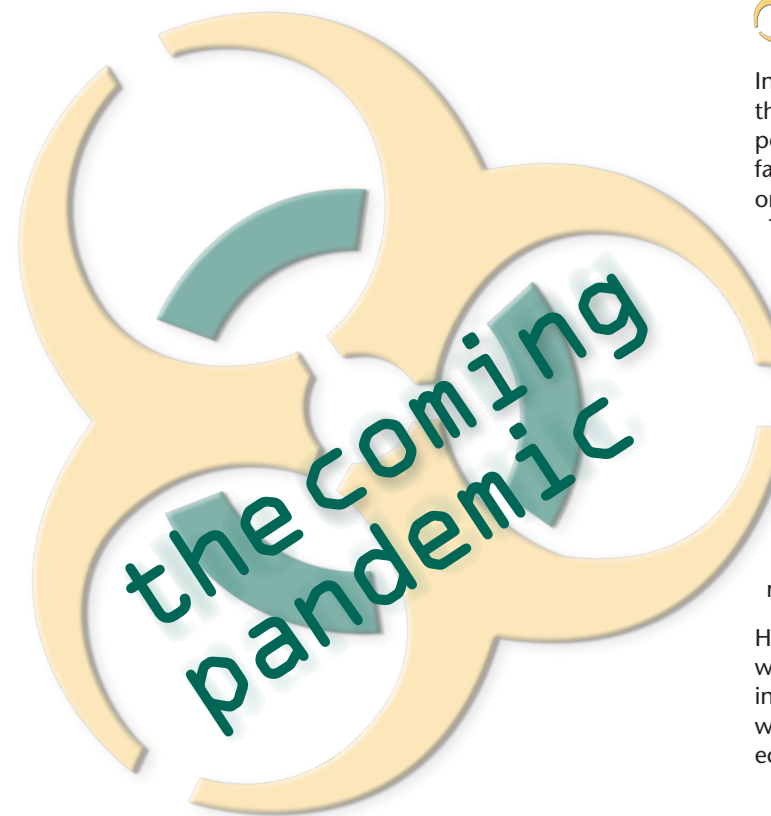
The Wayne State University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Wayne State University School of Medicine designates this educational activity for a maximum of 3.75 AMA PRA Category 1 Credit(s).™

Physicians should only claim credit commensurate with the extent of their participation in the activity.

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The Pandemic  
Preparedness Task Force

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## Preparing for a Worldwide Outbreak of Influenza

**A conference for health  
and business professionals**

Friday, October 5, 2007

Gordon H. Scott Hall  
of Basic Medical Sciences  
540 E. Canfield  
Detroit, Michigan

WAYNE STATE  
UNIVERSITY



## No longer a question of "If": The coming pandemic

In 1918 an influenza pandemic swept around the world, killing an estimated 30 to 50 million people. Now health experts predict that mankind faces the probability of another, perhaps equally or more serious, pandemic of global proportions.

The most likely pandemic threat is a highly pathogenic avian H5N1 virus, commonly known as bird flu, now progressing slowly through Asia and other countries.

In the U.S., an influenza pandemic could have a devastating impact on businesses, schools, public services and the health care system.

Steps can be taken now to benefit the entire health care system and prepare the medical and overall community for health- and disaster-related challenges.

Hear from national and regional experts who will explore the characteristics of pandemic influenza, its medical implications and possible ways to minimize its effect on business, the economy and everyday life.

## Sponsors

Wayne State University School of Medicine  
Wayne State University School of Nursing  
Wayne State University Eugene Applebaum  
College of Pharmacy and Health Sciences

## Acknowledgement

The conference is supported in part by an independent education grant from Roche Laboratories, Inc.

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[pandemic.wayne.edu](http://pandemic.wayne.edu)

Conference Schedule
<b>Friday, October 5, 2007</b> 7:30 a.m. – 8 a.m. <b>Registration and Check-in</b>
8 a.m. – 8:05 a.m. <b>Welcome</b> President Irvin D. Reid Wayne State University
8:05 a.m. – 9:00 a.m. <b>Pandemic and Avian Influenza: What’s All the Flap?</b> Gregory A. Poland, MD Director, Mayo Clinic Vaccine Research Group and Program in Translational Immunovirology and Biodefense
9:00 a.m. – 9:45 a.m. <b>Taking the Lead: What the Federal Government is Doing to Prepare</b> Lorine M. Spencer, RN, MBA Centers for Disease Control and Prevention
9:45 a.m. – 10:00 a.m. <b>Break</b>
<b>From Crisis to Recovery: Staying Open for Business while Protecting the Workforce</b>
10:00 a.m. – 10:30 a.m. <b>Lauren Barton, MD, MPH</b> Chief Medical Officer, Chrysler LLC
10:30 a.m. – 11:00 a.m. <b>David Siegel, MD, MPH</b> Senior Medical Director, General Motors Corporation
11:00 a.m. – noon <b>Medical Containment and Effective Communication in the Heat of Crisis</b> Panel Discussion facilitated by Wayne State University Executive Vice President and Chief of Staff Andrea Roumell Dickson

Keynote Speakers
<b>Gregory Poland, MD, Mayo Clinic</b> Dr. Poland is director of the Vaccine Research Group and professor of Medicine at the Mayo Clinic. He has been president of the Armed Forces Epidemiological Board and president of the International Society for Vaccines. Dr. Poland received a joint CDC-Health Care Financing Administration award in 1998 from the U.S. Surgeon General.
<b>Lorine M. Spencer, RN, MBA</b> <b>Centers for Disease Control and Prevention</b> A public affairs specialist and community outreach liaison for the CDC, Spencer directs issues management on controversial public health crises of national scope.
<b>Lauren Barton, MD, MPH</b> <b>Chrysler LLC</b> Dr. Barton is chief of staff for Medical Operations at Chrysler Corporation and developed the company’s Pandemic Plan Policy.
<b>David Siegel, MD, MPH</b> <b>General Motors Corporation</b> As senior medical director of Health Services Operations and Programs, Dr. Siegel supports health promotion and disease prevention programs affecting the health of more than one million General Motors employees, retirees and their dependents.
Wayne State University Panelists
<b>Allen Batteau, PhD</b> Associate Professor, Anthropology Wayne State University
<b>Matthew Seeger, PhD</b> Department Chair, Communication Wayne State University
<b>Mark Upfal, MD, MPH</b> Associate Professor, Emergency Medicine Wayne State University
<b>Suzanne White, MD, FACEP, FACMT</b> Dayanandian Professor and Chair, Emergency Medicine, Wayne State University and Specialist-In-Chief, Detroit Medical Center

Location and Parking
The conference takes place at Gordon H. Scott Hall of Basic Medical Sciences, 540 E. Canfield St. on the campus of the Wayne State University School of Medicine in Detroit.
Cash entry parking is available for non-WSU participants for \$3.50 in Lot 75, 545 E. Canfield. WSU faculty and staff may call Parking and Transportation Services, <b>(313) 577-3704</b> to have their OneCard coded for Lot 75 or for Structure 4 at 555 E. Canfield.
For a campus map, visit <b>campusmap.wayne.edu</b> .
Planning Committee
<b>Andrea Roumell Dickson, JD</b> Executive Vice President and Chief of Staff Wayne State University
<b>Howard Normile, PhD</b> Associate Dean, Eugene Applebaum College of Pharmacy and Health Sciences Wayne State University
<b>Carolyn Sabbagh, MSA</b> Executive Assistant Office of the Chair of Emergency Medicine Wayne State University
<b>Suzanne White, MD, FACEP, FACMT</b> Dayanandan Professor and Chair Emergency Medicine Wayne State University School of Medicine Specialist-in-Chief, Detroit Medical Center
<b>Mary Wood, MA</b> Executive Assistant Office of the Executive Vice President and Chief of Staff Wayne State University
Additional Information
For more information on location, parking and other details, please contact the Office of Special Events and Services, <b>(313) 993-8368</b> or <b>ses@lists.wayne.edu</b> .

Registration
Please complete this registration form, detach and mail by Monday, September 24, 2007 to:
Wayne State University Office of Special Events and Services PO Box 02959 Detroit, MI 48202
<input type="checkbox"/> \$40 (Please make checks payable to <b>Wayne State University</b> )
<input type="checkbox"/> Free for WSU students and residents
Title
Name
Address
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Phone/fax
E-mail (required)
Requesting CME credit <input type="checkbox"/> Yes <input type="checkbox"/> No
To register online, visit <b>pandemic.wayne.edu</b>